

ML&P unveils Pulelehua

KAPALUA – The West Side is getting a new neighborhood.

The new CEO of Maui Land & Pineapple Company, Inc., David C. Cole, recently unveiled plans to develop a 150-acre (approximately) community above Honoapiilani Highway and below the Kapalua-West Maui Airport, called Pulelehua (butterfly).

And he's asking for help.

"Together we have an opportunity on Maui to use our land, our knowledge and our imaginations to create communities that will work in harmony with nature to offer an intimate sense of place for both residents and guests," Cole explained.

The public is invited to attend a series of hands-on planning and design sessions at The Ritz-Carlton, Kapalua this week beginning Friday, March 19 at 6 p.m. With an introductory presentation of the design process, participants will be educated on

traditional urban design and town planning.

On Saturday, 9 a.m. to 2 p.m., an interactive design session is slated, with preliminary plans available for review at the Napili Plaza next week Tuesday, March 23, from 5 to 9 p.m.

Friday March 26, updated plans will be presented by the developer's design team at 6 p.m. at the Ritz.

The conceptual design of Pulelehua Phase 1 offers affordable and moderately priced housing, an elementary school, parks, trails, public gathering places, well-designed streets, neighborhood retail and open spaces.

Future phases are shown on the map above the airport.

"It will be a holistic community that respects fragile ecosystems, fosters an authentic sense of place and provides a vital and sustaining life experience for those who live, work and visit

there," ML&P Vice President, Bob McNatt, described.

The land is currently under pineapple cultivation and designated in the West Maui Community for agricultural use.

"There is a critical need for quality and moderately priced housing in West Maui," McNatt noted.

"The goal," McNatt defined, "is that a minimum of 50 percent of the housing in phase one will be affordable housing based on 80 percent to 140 percent of the HUD median family income on Maui."

Wailuku officials support the development.

"The county of Maui is committed to quality community planning, so your participation is both not only welcomed and encouraged," Mayor Alan Arakawa explained, "but vital to our community's long-term visioning." ■